ELSEVIER

Author Index

Báez RK, 83
Baldauf A, 201
Beracs J, 273
Block SB, 321
Brenes ER, 1, 3, 57

Chesley JA, 259
Chonko LB, 235
Cossé TJ, 297
Cox T, 273

D'Andrea G, 47
Darío S, 29
de Ruyter K, 209
Dockner EJ, 201

Edelberg G, 123
Edigo A, 41
Evans JD, 225

Fahy J, 273
Florin J, 47
Fonfara K, 273
Frankenberger KD, 149
French DW, 321

Geiger SW, 287
Gleason KC, 185
Goiri R ME, 41
Gordon RM, 217
Graham RC Jr, 149
Green CL, 225

Hasan I, 177
Heppard KA, 259
Hoffman JJ, 287
Hooley G, 273
Hozier GC Jr, 169
Hunt SD, 235
Hunter WC, 177

Ickis JC, 1, 9, 123

Jones JVH, 71

Kaufmann PJ, 217
Koberg C, 259
Kuman V, 157

Lamont BT, 287
Light A, 97
Louviere JJ, 245

Maberly ED, 321
Martínez J, 41, 57, 83
Mathis RE III, 177
Mathur I, 185, 193
Mathur LK, 185, 193
Mavondo FT, 305
Montiel EL, 29
Morales M, 123

Olsen J, 1
Oppewal H, 245
Owers JE, 217

Paladino M, 15
Postigo S, 47

Ramaswami SN, 157
Reisinger H, 201

Salinas FP, 83
Sandino T, 29
Schatzberg JD, 169
Selva GD, 111
Shipley D, 273
Skoknic ES, 57
Snoj B, 273
Srivastava RK, 157

Journal of Business Research 50, 327–328 (2000)
© 2000 Elsevier Science Inc. All rights reserved.
655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/00/$–see front matter
PII S0148-2963(00)00198-3

Timmermans HJP, 245
Trostel A, 97
Turner JC, 71

Verbrugge JA, 139, 143

Weisenberger TM, 297
Wetzels M, 209
Williams RJ, 287
Woodside, AG, 233

Zinkhan GM, 139, 143
Zylbersztajn D, 71

Subject Index

ADAPTATION
Adaptive Latitude: Environment, Organization, and Individual Influences, 259
Regulation, Deregulation, and Free Market: The Food Manufacturing Industry in Zimbabwe, 305
ADVERTISING
Advertising Agency Terminations and Reviews: Stock Returns and Firm Performance, 169
The Contribution of Changes in Advertising Expenditures to Earnings and Market Values, 149
Promotional Expenditures, Market Competition, and Thrift Behavior, 177
Words versus Actions about Organ Donation: A Four-Year Tracking Study of Attitudes and Self-Reported Behavior, 297
AEROSPACE INDUSTRY
Adaptive Latitude: Environment, Organization, and Individual Influences, 259
AGRIBUSINESS, PIG INDUSTRY
Agroceres-PIC, 71
AIR CONDITIONER INDUSTRY
Carrier Mexico S.A. de C.V., 97
ASSET VALUES
The Contribution of Changes in Advertising Expenditures to Earnings and Market Values, 149
Promotional Expenditures, Market Competition, and Thrift Behavior, 177

BANKING INDUSTRY
BanCrecen, 29
Promotional Expenditures, Market Competition, and Thrift Behavior, 177
BANKRUPTCY
Marketing Strategy, Constituent Influence, and Resource Allocation: An Application of the Miles and Snow Typology to Closely Held Firms in Chapter 11 Bankruptcy, 225
BUSINESS EDUCATION: CASE STUDY METHOD
Agroceres-PIC, 71
BanCrecen, 29
Carrier Mexico S.A. de C.V., 97
CECSA, 111
Consorcio Ferrex, 41
ENDESA, 57
Introduction: Case Studies on the New Global Strategies of International Business in Latin America, 1
Rheem–Saiar, 47
TANIC, 123
Turri, S.A., 15
Virutex-Ilko S.A., 83

COMPETITIVE STRATEGIES IN LOCAL MARKETS
BanCrecen, 29
Promotional Expenditures, Market Competition, and Thrift Behavior, 177
Strategies for Globalizing Latin American Business, 3
CONJOINT ANALYSIS
Modifying Conjoint Methods to Model Managers' Reactions to Business Environmental Trends: An Application to Modeling Retailer Reactions to Sales Trends, 245
CULTURAL INFLUENCES
Implementing Globalization Strategies in Latin America, 9
The Interrelationship between Culture, Capital Structure, and Performance: Evidence from European Retailers, 185
Strategies for Globalizing Latin American Business, 3

DEBT
The Effects of Long-Term Debt on a Firm's New Product Pricing Policy in Duopolistic Markets, 201
The Interrelationship between Culture, Capital Structure, and Performance: Evidence from European Retailers, 185
DECISION MAKING
The Pattern of Intraday Portfolio Management Decisions: A Case Study of Intraday Security Return Patterns, 321
DEREGULATION
Regulation, Deregulation, and Free Market: The Food Manufacturing Industry in Zimbabwe, 305

ELECTRICITY INDUSTRY
ENDESA, 57

Journal of Business Research 50, 329–331 (2000)

© 2000 Elsevier Science Inc. All rights reserved.

655 Avenue of the Americas, New York, NY 10010

ISSN 0148-2963/00/$–see front matter
PII S0148-2963(00)00199-5

ELECTRONIC COMPONENTS INDUSTRY
Adaptive Latitude: Environment, Organization, and Individual Influences, 259
ENVIRONMENTAL (NATURAL) ISSUES
An Analysis of the Wealth Effects of Green Marketing Strategies, 193
ETHICS RESEARCH
Editorial: Announcing the First *JBR* Article Award for Exceptional Quality and High Scholarly Impact, 233
Ethics and Marketing Management: A Retrospective and Prospective Commentary, 235
EUROPEAN RESEARCH
The Interrelationship between Culture, Capital Structure, and Performance: Evidence from European Retailers, 185
Market Orientation in the Transition Economies of Central Europe: Tests of the Narver and Slater Market Orientation Scales, 273
EXPORT CONSORTIUM
Consorcio Ferrex, 41

FOOD MANUFACTURING INDUSTRY
Regulation, Deregulation, and Free Market: The Food Manufacturing Industry in Zimbabwe, 305
FRANCHISING
Alternative Profitability Measures and Marketing Channel Structure: The Franchise Decision, 217

GENERATIVE MANAGEMENT
Implementing Globalization Strategies in Latin America, 9
TANIC, 123
GLOBALIZATION STRATEGIES
Agroceres-PIC, 71
BanCrecen, 29
Carrier Mexico S.A. de C.V., 97
CECSA, 111
Consorcio Ferrex, 41
ENDESA, 57
Implementing Globalization Strategies in Latin America, 9
Introduction: Case Studies on the New Global Strategies of International Business in Latin America, 1
Rheem–Saiar, 47
Strategies for Globalizing Latin American Business, 3
TANIC, 123
Turri, S.A., 15
Virutex-Ilko S.A., 83

JOINT VENTURES FOR GLOBALIZATION
Agroceres-PIC, 71
Consorcio Ferrex, 41
Rheem–Saiar, 47
TANIC, 123

LATIN AMERICAN BUSINESS
Agroceres-PIC, 71
BanCrecen, 29
Carrier Mexico S.A. de C.V., 97
CECSA, 111
Consorcio Ferrex, 41
ENDESA, 57
Implementing Globalization Strategies in Latin America, 9
Introduction: Case Studies on the New Global Strategies of International Business in Latin America, 1
Rheem–Saiar, 47
Strategies for Globalizing Latin American Business, 3
TANIC, 123
Turri, S.A., 15
Virutex-Ilko S.A., 83
LEAN MANUFACTURING SYSTEM
Carrier Mexico S.A. de C.V., 97

MACHINE TOOL INDUSTRY
Turri, S.A., 15
MANAGERIAL TENURE
Managerial Tenure and Recovery Following M-Form Reorganization in Diversified Firms, 287
MANUFACTURING INDUSTRIES
Carrier Mexico S.A. de C.V., 97
CECSA, 111
Consorcio Ferrex, 41
Rheem–Saiar, 47
TANIC, 123
Virutex-Ilko S.A., 83
MARKET ORIENTATION
Market Orientation in the Transition Economies of Central Europe: Tests of the Narver and Slater Market Orientation Scales, 273
MARKETING MANAGEMENT
Editorial: Announcing the First *JBR* Article Award for Exceptional Quality and High Scholarly Impact, 233
Ethics and Marketing Management: A Retrospective and Prospective Commentary, 235
MARKETING/FINANCE INTERFACE
Advertising Agency Terminations and Reviews: Stock Returns and Firm Performance, 169
Alternative Profitability Measures and Marketing Channel Structure: The Franchise Decision, 217
An Analysis of the Wealth Effects of Green Marketing Strategies, 193
The Contribution of Changes in Advertising Expenditures to Earnings and Market Values, 149
The Effects of Long-Term Debt on a Firm's New Product Pricing Policy in Duopolistic Markets, 201
The Interrelationship between Culture, Capital Structure, and Performance: Evidence from European Retailers, 185
Introduction: Special Issue on the Marketing/Finance Interface, 139
The Market–Finance Interface: A Relational Exchange Perspective, 209

Marketing Strategy, Constituent Influence, and Resource Allocation: An Application of the Miles and Snow Typology to Closely Held Firms in Chapter 11 Bankruptcy, 225
The Marketing/Finance Interface: Two Divergent and Complementary Views of the Firm, 143
A Model to Explain Shareholder Returns: Marketing Implications, 157
Promotional Expenditures, Market Competition, and Thrift Behavior, 177

M-FORM REORGANIZATION
Managerial Tenure and Recovery Following M-Form Reorganization in Diversified Firms, 287

ORGAN DONATION
Words versus Actions about Organ Donation: A Four-Year Tracking Study of Attitudes and Self-Reported Behavior, 297

ORGANIZATIONAL THEORY AND BEHAVIOR
Carrier Mexico S.A. de C.V., 97
CECSA, 111
Implementing Globalization Strategies in Latin America, 9
The Market–Finance Interface: A Relational Exchange Perspective, 209
TANIC, 123

PAPER PRODUCTS
Adaptive Latitude: Environment, Organization, and Individual Influences, 259

PRODUCT PRICING
The Effects of Long-Term Debt on a Firm's New Product Pricing Policy in Duopolistic Markets, 201

QUALITY CONTROL/MANAGEMENT SYSTEM
CECSA, 111

RETAIL SALES
Modifying Conjoint Methods to Model Managers' Reactions to Business Environmental Trends: An Application to Modeling Retailer Reactions to Sales Trends, 245

SHAREHOLDER RETURNS
Advertising Agency Terminations and Reviews: Stock Returns and Firm Performance, 169
An Analysis of the Wealth Effects of Green Marketing Strategies, 193
A Model to Explain Shareholder Returns: Marketing Implications, 157
The Pattern of Intraday Portfolio Management Decisions: A Case Study of Intraday Security Return Patterns, 321

STOCK TRADING
The Pattern of Intraday Portfolio Management Decisions: A Case Study of Intraday Security Return Patterns, 321

STRATEGIC DECISION PROCESS
Application to Modeling Retailer Reactions to Sales Trends, 245
Implementing Globalization Strategies in Latin America, 9

TOBACCO INDUSTRY
TANIC, 123

ZIMBABWE RESEARCH
Regulation, Deregulation, and Free Market: The Food Manufacturing Industry in Zimbabwe, 305